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FEDERAL-PROVINCIAL-TERRITORIAL MEETING
OF MINISTERS ON FILM AND BOOKS

Progress Report
A First Year of Operations
June 1985

Government of Manitoba

MONTREAL, Quebec

March 3-4, 1986

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INTRODUCTION

The Canada-Manitoba ERDA Subsidiary Agreement on Communications and Cultural Enterprises was signed by Canada and Manitoba on June 11, 1984. The term of the Agreement is June 11, 1984 to March 31, 1989 and provides for expenditures of $21 million.

This Agreement, the first of its kind to be reached between the federal government and a provincial government strives to:

a) complement the economic development strategy for Manitoba as outlined in schedule A of the ERDA;

b) increase employment and income opportunities in Manitoba through the growth and enhancement of communications and cultural enterprises;

c) maximize the social and economic benefits to Manitobans and all Canadians from an increased development of cultural products;

d) foster the creation and increased production of cultural products in Manitoba and to increase access to Manitoba's cultural products by strengthening existing markets, encouraging expansion into new ones and expanding audiences;

e) strengthen the human, managerial, creative, financial, technological and structural resources of communications and cultural enterprises in Manitoba; and

f) stimulate private sector investment in the creation and distribution of Manitoba's communications and cultural products, in addition to existing public sector programs.

In order to exploit development opportunities within the framework of the Agreement, implementation of communications and cultural enterprises sectors have been structured as follows:

- Sector A: Communications/Information Technologies
- Sector B: Cultural Enterprises Infrastructure Development
- Sector C: Cultural Enterprises Program Development
- Sector D: Management, Public Information, Evaluation

These sectors, their components, and the Federal and Provincial costs are outlined in the following Table (Table 1, 'Schedule B' of the Agreement).

CANADA-MANITOBA
SUBSIDIARY AGREEMENT ON COMMUNICATIONS AND CULTURAL ENTERPRISES

SCHEDULE "B"

SUMMARY OF ESTIMATED COSTS 1984-89
($000s) CURRENT DOLLARS

	Federal Share	Provincial Share	Total 5 Years
Sector A: Communications/Information Technologies			
Component 1. Technology Applications Projects	$ 5,950	***	$ 5,950
Sector B: Cultural Enterprises Infrastructure Development			
Component 2. Advisory Committee on Film, Video and Audio Production Capability and Skills Development Facilities/Activities	200	200	400
Component 3. Film, Video and Audio Production Capability	3,925	600	4,525
Component 4. Skills Development Facilities/Activities	2,050*	300	2,350
Component 5. Ethnocultural Communications Centre	250	250	500
Sector C: Cultural Enterprises Program Development			
Component 6. Cultural Enterprises Development	**	6,075	6,075
Sector D: Management, Public Information, Evaluation			
Component 7. Management	400	400	800
Component 8. Public Information	125	75	200
Component 9. Evaluation	100	100	200
	$13,000	$8,000	$21,000

* CEIC will support the cultural and communications activities generated under this Agreement through the use of all its applicable programs and services. The specific programs and services and the levels of support will be determined on an annual basis through discussions with the Management Committee as specific initiatives are identified.

** Producers who meet the criteria will have access to financial assistance from the Canadian Film Development Corporation (Telefilm Canada). (It is anticipated that measures under this Component will help the private sector in Manitoba qualify for approximately $2M of this assistance per year. This is additional to the $13M Federal share as listed above.)

*** The Government of Manitoba has announced plans to implement an Information Technology Program through the Manitoba Jobs Fund and Manitoba Industry, Trade and Technology. Wherever appropriate, these measures implemented by the Government of Canada under Sector A of this Agreement will be coordinated with the provincial Information Technology Program initiative.

Management of the Agreement

A Management Committee is responsible for the general administration and management of the Agreement and its coordination with other federal and provincial programs. A list of the members of this Committee is attached in Appendix A.

The Management Committee has met regularly over the first year of operation to establish financial and administrative procedures; develop work plans; establish role and mission statements and the evaluation methodology; and to initiate public information activities. Authorization for programs and projects funded within four sectors of the Agreement is managed by the Committee. Sector A is funded and delivered by Canada; Sector B is cost-shared and managed by Canada and Manitoba; Sector C is funded and delivered by Manitoba; and Sector D is cost-shared and managed by Canada and Manitoba. The Management Committee reports to the Federal Minister of Communications and the Manitoba Minister of Culture, Heritage and Recreation, as well as the Chairperson of the Economic and Resources Investment Committee of the Executive Council. The Provincial component is funded by the Manitoba Jobs Fund.

Management Committee is supported by a secretariat consisting of a co-secretary appointed by Canada and a co-secretary appointed by Manitoba. In addition, administrative support is provided within existing resources of the respective departments of Communications Canada and Manitoba Culture, Heritage and Recreation and Sector D of the agreement.

The Secretariat oversees the implementation of the Agreement. The staffs of the respective departments co-operate to serve the needs of the Management Board. Five Federal/Provincial Steering Committees comprised of government staff support the Secretariat management of the major components of the Agreement. They are: Communications/Information Technologies; Film, Video and Audio Production Capability and Skills Development Facilities/Activities; Ethnocultural Communications Centre; Cultural Enterprises Program development; Public Information; and Evaluation.

Following the signing of the Sub-Agreement, significant and positive public and media interest has been demonstrated in the plans and activities; this sustained interest has resulted in national and provincial coverage in periodicals such as Manitoba Business and Arts Manitoba, as well as in national and local newspapers, radio and television.

Excellent progress has been made through the Canada-Manitoba Subsidiary Agreement on Communications and Cultural Enterprises exemplified by the status of the individual sectors outlined in the following pages.

STATUS REPORT

SECTOR A: COMMUNICATIONS/INFORMATION TECHNOLOGIES

Component 1. Technology Applications Projects

Based on the overall goals of the Agreement, the following strategy objectives were identified for Sector A:

a) to increase long-term employment and business opportunities in Manitoba through the growth and enhancement of communications and informatics enterprises;

b) to strengthen the productivity of human, managerial and technological resources of the communications and informatics sector in Manitoba;

c) to strengthen existing markets for communications and informatics products and services in Manitoba and expand into new ones;

d) to improve the infrastructure related to the production, distribution and consumption to meet the needs of the province's communications and informatics sector;

e) to stimulate private sector investment in the design, development and distribution of communications and informatics products in Manitoba;

f) to improve opportunities for the research, development and applications of advanced communications and informatics technologies in Manitoba;

g) to improve the international competitiveness of communications and informatics companies in Manitoba; and

h) to contribute to the economic, social and industrial development in Manitoba in particular and Canada in general.

Work has been underway on several potential projects for inclusion under Sector A initiatives. A call for proposals, ending June 30, 1985, has been issued for an Electronic Publishing Program. In addition, a project on the development of courseware for computer assisted instruction will be launched in the coming months. As well, an approval in principle has been given to a project aimed at establishing a new enterprise for the development, manufacturing and marketing of an automatic meter reading system. Background work has been performed on several other potential projects such as health care communications systems, and fibre optics local area networks.

SECTOR B: CULTURAL ENTERPRISES INFRASTRUCTURE DEVELOPMENT

The key priorities of the development strategy laid out in Sector B of the Subsidiary Agreement call for:

a) the improvement of infrastructure related to production, distribution and consumption in order to meet the needs of Manitoba's Communications and Cultural enterprises sector;

b) the strengthening of productivity of human, managerial and technological resources;

c) the stimulation of private sector investment in this sector;

d) fostering the creation and increased production of cultural products; and,

e) accelerating marketing efforts to increase access to these products.

Component 2, 3 and 4. Film, Video and Audio Production Capability and Skills Development Facilities/Activities

A preliminary study of training needs for communications and cultural enterprises related to these components has been completed under the Planning Agreement. In addition, a seven-person Manitoba-based Federal/Provincial Advisory Committee on Film, Video and Audio Production Capability and Skills Development Facilities/Activities has been appointed by the Ministers.

The purpose of the committee is to advise the Ministers, in coordination with the Management Committee, by developing a concept or concepts and presenting options to improve the infrastructure and the development of human resources for film, video and audio. The Advisory Committee has been actively collecting information on which to base its recommendations through public hearings held in April, 1985 and through several research projects it has contracted. Particular attention will be given to the needs of the Franco-Manitoban and Native communities. Once the Advisory Committee has submitted its recommendations, rapid progress vis-a-vis related programs and projects is anticipated.

Component 5. Ethnocultural Communications Centre

This project is intended to provide opportunities for ethnocultural groups to increase communication activities through the establishment of a national news bureau in Manitoba, to gather and disseminate news through a service much like a media wire service, utilizing state-of-the-art technology. The component is to support the acquisition of technology and required office space. An application for a feasibility study for a concept proposed by one ethnocultural group was referred to the Manitoba Intercultural Council by the Manitoba Ministry of Culture, Heritage and Recreation, and to the Federal Minister of Multiculturalism for review and comment.

SECTOR C: CULTURAL ENTERPRISES PROGRAM DEVELOPMENT

Component 6. Cultural Enterprises Development

A Cultural Industries Development Branch has been established within Manitoba Culture, Heritage and Recreation. Supported by a provincial advisory committee, the Unit is responsible for the definition, development and provision of programs focusing on production support; human resource support; and market access and distribution support.

Five cultural industry strategy objectives have been identified:

1) to ensure that cultural industries are developed as appropriate vehicles for efficient production and distribution of Manitoba cultural products;

2) to encourage the development of a market for Manitoba cultural products by first maximizing access to the local and domestic market place;

3) to foster a cultural infrastructure and environment which encourages the production of a Manitoba cultural product and which respects and reflects the cultural diversity of the people of Manitoba;

4) to focus on independent producers of Manitoba cultural products; and

5) to utilize a comprehensive range of public initiatives, focusing on both product and the market, and recognizing their independent nature.

To date the initial research on the Manitoba film and publishing industries is complete; a study of the problems of independent bookstores in Manitoba is underway; and further research on recording and crafts industries is planned. A short-term marketing strategy to increase public awareness of Manitoba books and cultural periodicals through an acquisition program for public and school libraries was initiated in 1984/85 and will be reviewed for 1985/86. In 1984/85 out of 792 school libraries in the province, 673 participated in the program and each received Manitoba published books and cultural periodicals worth $300.00. Within the public library system, 88 public libraries, branch libraries and Northern Manitoba travelling libraries each received copies of all available Manitoba book and cultural periodicals. Eleven Manitoba book publishers and nine cultural periodicals participated in the program and a grand total of $320,736.71 was expended in 1984/85 on the purchases for school and public libraries. On May 16, 1985 the implementation of a four-year film industry support program under the Canada-Manitoba Economic Regional Development Agreement (ERDA), designed to develop and strengthen film and video production in Manitoba was announced. Three new film support programs are now available to qualifying applicants: the script and project development program with funding up to 50 per cent of the project to a maximum of $25,000; the production support program with funding up to 50 per cent of total budget to a maximum of $200,000, and the marketing and distribution program with funding up to 50 per cent of costs to a maximum of $25,000. This Film Support Program will thus provide loans and equity investment for script and project development, production support and marketing distribution. Furthermore, marketing and human resource development programs are planned to complement these film and publishing initiatives.

CONCLUSION

Significant progress has been made since the first ever Subsidiary Agreement on Communications and Cultural Enterprises was signed between Canada and Manitoba. Over the next year it is anticipated that each Sector will be fully operational. Studies are to be completed on Communications/Information Technologies. The report on Film, Video and Audio Production Capability and Skills Development Facilities/Activities will be completed and a strategy for the recommendations developed; feasibility studies related to the Ethnocultural Communications Centre will be concluded; further activities to support the film and publishing cultural industries will be in place, and new initiatives planned to support the recording industry and other cultural enterprises under way.

At this time there is full confidence that this Sub-Agreement will continue to be on target, in terms of progress made to achieve the objectives and goals which were intended.

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APPENDIX A

MEMBERS OF MANAGEMENT COMMITTEE

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CANADA

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Management Committee is supported by a secretariat consisting of a co-secretary appointed by Canada and a co-secretary appointed by Manitoba. These co-secretaries are:

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